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Mar 7, 2003

PUB-NO: JP02003067589A

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TITLE: TRADING SYSTEM FOR ADVERTISED MERCHANDISE

PUBN-DATE: March 7, 2003

INVENTOR- INFORMATION:

NAME	COUNTRY
SATO, IKUO	

ASSIGNEE- INFORMATION:

NAME	COUNTRY
NOSU:KK	

APPL-NO: JP2001260635

APPL-DATE: August 30, 2001

INT-CL (IPC): G06 F 17/60; G09 F 19/00; H04 M 11/00

ABSTRACT:

PROBLEM TO BE SOLVED: To eliminate the need for the labor and time to go to a store or to place an order to a distributor for purchasing advertised merchandise and the need to identify the purchaser who uses a card.

SOLUTION: An advertising device 2 advertises merchandise using still pictures and video, and on receiving a purchase order signal from the cellular phone 1 of a person who wants to purchase the merchandise on an advertising display thereof, the device transmits to a base station 3 information by which the transmitter of the information and the advertised merchandise can be specified. The base station collects and manages information on the advertised merchandise, information on the person who wants to purchase the merchandise, and information on the store 4, then specifies the advertised merchandise and the person based on the information received by the advertising device, identifies the person and makes settlement by communicating with the cellular phone, and requests the store to check the stock of the advertised merchandise and deliver the merchandise to the purchaser. The merchandise displayed in still pictures is specified by its ID, while the merchandise displayed in video is specified by display time information or the merchandise ID. The base station communicates with the purchaser's cellular phone to confirm the purchase. Surrogate settlement services are also included at purchase.

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